

## Wednesday, January 19: Luncheon and Panel Hosted by Pasadena Bar Association

<b><u>11:00 am Registration</u></b>	Registration opens. Tickets are \$25, payable in cash or check; no credit cards accepted. <b>Location:</b> Business Technology Center, 2400 Lincoln Avenue, Altadena, CA 91001.
<b><u>11:30 am Panel</u></b>	<p><b>Tech Transfer and Licensing</b></p> <p>Moderator: <b>Daniel Cotman</b>, Attorney, Cotman IP Law Group, PLC (626-405-1413, <a href="http://www.cotmanip.com">www.cotmanip.com</a>)</p> <p>Panelists:</p> <p><b>Hannah Dvorak-Carbone</b>, Assistant Director, Office of Technology Transfer, California Institute of Technology (626-395-2381, <a href="mailto:hannah@caltech.edu">hannah@caltech.edu</a>)</p> <p><b>Carol S. Grande</b>, Director, Research Affairs: Technology Management &amp; Contracts, Loma Linda University and Medical Center (909-558-4831 <a href="mailto:csggrande@llu.edu">csggrande@llu.edu</a>)</p> <p><b>Robert A. Green</b>, Partner, Christie, Parker &amp; Hale, LLP (626-795-9900)</p>

## Thursday, January 20:

<b><u>7:30 am Registration</u></b>	Registration opens. Tickets may be purchased in advance at <a href="http://lacountytechweek.eventbrite.com">http://lacountytechweek.eventbrite.com</a> or at the door. Prices are \$85 for general admission and \$30 for students. <b>Location:</b> Business Technology Center, 2400 Lincoln Avenue, Altadena, CA 91001.
<b><u>8:00 am Panel</u></b>	<p><b>Social Media Marketing: How to Take Advantage of New Media to Promote Your Business</b></p> <p>Moderator: <b>Sharon Bailey</b>, Managing Partner, Beckett Advisors (626-791-7954 x11, <a href="mailto:sharonb@beckettadvisors.com">sharonb@beckettadvisors.com</a>)</p> <p>Panelists:</p> <p><b>Sally Falkow, APR</b>, President, PressFEED (626-793-4911, <a href="mailto:sally@meritusmedia.com">sally@meritusmedia.com</a>)</p> <p><b>Isaac Garcia</b>, CEO and founder, Central Desktop (626-689-4458)</p> <p><b>Serena Ehrlich</b>, Associate Vice President, eMedia, Rogers &amp; Cowan (310-854-8124, <a href="mailto:sehrlich@rogersandcowan.com">sehrlich@rogersandcowan.com</a>)</p>
<b><u>9:30 am Panel</u></b>	<p><b>The Pasadena Angels - An Investor Panel's Evaluation of Five Technology Companies</b></p> <p>Moderator: <b>Heather McCormick</b>, Attorney, Credo Law Partners, Inc.</p>

	(213-223-1802, <a href="mailto:heather@credolaw.com">heather@credolaw.com</a> )
<b><u>11:45 am Lunch</u></b>	<p><b>Presentation of Two Awards</b>  Presenter: <b>Mark Lieberman</b>, Manager, Community Development Commission &amp; Business Technology Center (626-296-6303, <a href="mailto:Mark.Lieberman@lacdc.org">Mark.Lieberman@lacdc.org</a>)  Technology Leader of the Year Award: <b>Dave "Mr. Trend" Berkus</b>, founder of Berkus Technology Ventures, LLC (626-355-5375, <a href="mailto:DBerkus@berkus.com">DBerkus@berkus.com</a>)  Entrepreneur of the Year Award: <b>Steve Streit</b>, Chairman &amp; CEO, Green Dot Corporation</p>
<b><u>1:15 pm</u></b>	Networking Break
<b><u>1:45pm Panel</u></b>	<p><b>The Impact of Portable Tablets and Apps on Business</b>  Moderator: <b>Chris Hewish</b>, Head of Global Interactive, DreamWorks Animation (<a href="mailto:chris.hewish@dreamworks.com">chris.hewish@dreamworks.com</a>)  Panelists:  <b>Adam Barber</b>, Composer/UCLA Lecturer  <b>Armando Soto</b>, CEO, Sunken Media (626-354-7244, <a href="mailto:contact@sunkenmedia.com">contact@sunkenmedia.com</a>)  <b>Dr. David Tralli</b>, Manager-Program Development JPL</p>
<b><u>3:00 pm Panel</u></b>	<p><b>Learn Technology Trade Secrets from Top Entrepreneurs: Business Technology Center Graduates on Growing a Business</b>  Moderator: <b>Marco Costales</b>, Attorney, Nossaman, LLP (213-312-8338, <a href="mailto:mcostales@nossaman.com">mcostales@nossaman.com</a>)  Panelists:  <b>Jim McCarthy</b>, CEO, Goldstar  <b>Dr. Paul Martin</b>, President &amp; Founder, Craic Technologies  <b>Louise Wannier</b>, Founder, MyShape®</p>
<b><u>4:00 pm Keynote</u></b>	<p><b>Keynote Speaker</b> - <b>Alex Backer, Ph.D.</b>, CEO of Qless.com (crowned "Best Business Services Company of the Year under 100 Employees" by the 2010 American Business Awards), winner of "The M&amp;A Advisor 2010 40 Under 40" Award</p>